

MINUTES OF THE CITY COUNCIL WORKSHOP
CITY OF COLLEGE STATION
JANUARY 10, 2013

STATE OF TEXAS §
 §
COUNTY OF BRAZOS §

Present:

Nancy Berry, Mayor

Council:

Blanche Brick
Jess Fields
Karl Mooney
John Nichols
Julie Schultz
James Benham

City Staff:

David Neeley, City Manager
Frank Simpson, Deputy City Manager
Kathy Merrill, Deputy City Manager
Carla Robinson, City Attorney
Sherry Mashburn, City Secretary
Tanya McNutt, Deputy City Secretary

1. Call to Order and Announce a Quorum is Present

With a quorum present, the Workshop of the College Station City Council was called to order by Mayor Nancy Berry at 5:03 p.m. on Thursday, January 10, 2013 in the Council Chambers of the City of College Station City Hall, 1101 Texas Avenue, College Station, Texas 77842.

2. Executive Session

In accordance with the Texas Government Code §551.071-Consultation with Attorney, §551.072-Real Estate; §551.074-Personnel, and §551.087-Economic Development Negotiations, the College Station City Council convened into Executive Session at 5:03 p.m. on Thursday, January 10, 2013 in order to continue discussing matters pertaining to:

A. Consultation with Attorney to seek advice regarding pending or contemplated litigation; to wit:

- City of Bryan's application with TCEQ for water & sewer permits in Westside/Highway 60 area, near Brushy Water Supply Corporation to decertify City of College Station and certify City of Bryan.
- Chavers et al v. Tyrone Morrow et al, No. 10-20792; Chavers v. Randall Hall et al, Case No. 10 CV-3922.
- College Station v. Star Insurance Co., Civil Action No. 4:11-CV-02023.
- Shirley Maguire and Holly Maguire vs. City of College Station, Cause No. 11-0025 16-CV-272, in the 272nd District Court of Brazos County, Texas.
- Patricia Kahlden, individ. and as rep. of the Estate of Lillie May Williams Bayless v. Laura Sue Streigler, City of College Station and James Steven Elkins, No. 11-003172-CV-272, in the 272nd District Court of Brazos County, TX
- Tom Jagielski v. City of College Station, Cause No. 12-002918-CU-361, In the 361st District Court of Brazos County, Texas
- State v. Carol Arnold, Cause Number 11-02697-CRF-85, In the 85th District Court, Brazos County, Texas

B. Consultation with City attorney to seek legal advice; to wit:

- Legal advice regarding Contract No. 11-046 for use of HUD funds

C. Deliberation on the deliberate the purchase, exchange, lease or value of real property; to wit:

- Property located generally northwest of the intersection of First Street and Church Avenue in College Station.

D. Deliberation on the appointment, employment, evaluation, reassignment, duties, discipline, or dismissal of a public officer; to wit:

- City Manager

E. Deliberation on economic development negotiations regarding an offer of financial or other incentives for a business prospect; to wit:

- Discuss economic development incentive negotiations with TAMUS.

The Executive Session adjourned at 6:15 p.m.

3. Take action, if any, on Executive Session.

No action was required from Executive Session.

4. Proclamation and Recognition of ASCE Centennial Anniversary.

Mayor Berry presented a proclamation recognizing the ASCE Centennial Anniversary. Present to receive the proclamation were Crespín Guzman, Texas Section ASCE Executive Director; Josh Norton, Brazos Branch Treasurer, Atmos Energy; Sam Vernon, Brazos Branch Secretary, Bleyl and Associates; Veronica Morgan, Brazos Branch member, Mitchell and Morgan; and Bobby Lys, Brazos Branch State Director, Flowtite Pipe. Engineers present and representing the City of College Station were Chuck Gilman, David Coleman, Troy Rother, and Alan Gibbs.

Engineers present and representing the City of Bryan were Jayson Barfknecht, Paul Kaspar, and Susan Monnat.

5. Presentation, possible action, and discussion on items listed on the consent agenda.

Item 2d was pulled for discussion.

2d: David Brower, Commercial Development Analyst, clarified this is not a call for a ban but rather an effort to regulate under lending law.

2h: Chuck Gilman, Director of Capital Projects, clarified this item representative of the template for franchises that will be used in the future. They are trying to be as consistent as possible for all franchisees.

6. Presentation and discussion regarding the College Station Economic Development Master Plan Phase II Report.

Steve Spillette, with CDS Spillette (Strategic Urban Consulting Alliance), and Amy Holloway and Tony Delissi, with Avalanche Consulting, presented the College Station Economic Development Master Plan Phase II. Phase One included the base analysis and existing conditions. Phase Two evaluated opportunities and constraints through a business survey and will look at economic development organization, policies, incentives, entertainment districts and redevelopment. Phase Three will be to develop goals and strategies. The project consultant team interviewed sixteen individuals and surveyed ninety-eight representatives from local companies during the second phase of this initiative. An internet-based survey was developed targeting business owners and high level managers. The City publicized the survey with the assistance of the Bryan College Station Chamber of Commerce, Research Valley Partnership, Brazos Valley Small Business Development Center, and Northgate District Association. Competitive strengths were identified as colleges and universities, the cost of living, the growing local economy, and our regional location. Competitive weaknesses were identified as the transportation infrastructure, the political leadership, career opportunities, the business climate, and the natural environment. During public input from the interviews, competitive advantages were identified as: great for families, low cost of living, highly educated community, Biotech industry, Texas A&M University, and Blinn College. Air service, regional roads, underemployment, and amenities for young adults are considered as limitations to development.

The City's current economic development incentive program was assessed to possess strengths including utilizing target industries clearly defined by the Research Valley Partnership, having a diversity of incentive options available, and offering cash grant incentives among others. The current incentive program had weaknesses including the lack of ISD abatements, lack of awareness in the business community of City incentives available, and R&D tax credits not being included among primary community incentives. Staff received comments to include flexible incentive options, add sections on Retention and Expansion, maintain an expedited permitting system, develop a scorecard for project evaluation, offer R&D tax credits, and create an Entrepreneurship and Innovation program.

A regional approach is critical to economic development. When companies and site consultants consider locations for investment, they begin at a regional level. Political boundaries between states, counties, and cities are not considered in the initial phases of a site search. In general, projects begin by looking at geographic territories that, depending on the type of business, make sense logistically, contain solid foundations of suppliers and talents, and are cost competitive. Territories considered might be large geographic regions such as the Southeast US or more specific such as sites within three hours driving time to an OEM.

After a geographic territory is established, more specific criteria come into play, allowing the company or site consultant to filter prospective locations. Which city or county a project locates in is determined later in the selection process when considering specific real estate and incentives.

Regionalism is important for several reasons. First, packaging assets at a regional level helps a community stand out in the site selection process, especially in the early stages when prospects are developing their initial list of large geographic territories to consider. Secondly, a regional approach allows communities to pool resources to build brand awareness and market. It elevates efficiency and effectiveness of economic development campaigns, especially in today's noisy and hyper competitive business climate. Finally, it shows prospects that communities can set aside differences to serve the needs of their customers. This gives businesses confidence that the community will work together to take care of their investment and their people.

Currently, the RVP is the primary regional EDO working with Brazos County, City of Bryan, City of College Station, and the BCS Chamber. The City traditionally works with developers and business on sites and supports quality of life and the business climate. It is recommended that the City of College Station should formalize a full-time economic development manager position that coordinates efforts across multiple departments as needed by expanding and relocating companies. The economic development manager should work with the City Manager and the Research Valley Partnership to respond quickly to opportunities. The City should continue its proactive approach to economic development, prioritizing initiatives that enhance College Station's quality of life to attract and retain talent and ensure that the City has available, developable real estate for business expansion and attraction. The needs of the Research Valley's target audiences should drive decisions regarding infrastructure and site investment. Encouraging commercialization and R&D activities should also become a focus of the City. This will require closer collaboration with TAMU and the Research Valley Partnership to work with TAMU on projects that improve the potential for graduate retention, spinoff of university research, and entrepreneurship. We should explore opportunities to co-invest with TAMU in select projects that will catalyze economic development.

The consultant team also evaluated the entertainment districts: Northgate, Wolf Pen Creek, and University Drive East and noted that College Station is fortunate to have a greater than typical volume of entertainment districts relative to its size. From an economic development standpoint, the City would be well served to focus on current existing and planned entertainment districts addressing the challenges each may face and increase the marketing and promotion of these assets. Ultimately, having quality entertainment districts adds to the quality of life and will aid the City and the region in attracting and retaining businesses and sought-after employees.

Potential redevelopment areas include FM 2154/George Bush Drive, Harvey Road and the Texas Avenue corridor. The three redevelopment areas proposed in the Comprehensive Plan were reviewed by the consultant team. An overall conclusion that applies to all three is that an unassisted evolution toward a more intensive, urban mixed-use land use profile, as proposed in the Plan, has challenges in all three areas, with the exception of student housing opportunities. Incentive programs or public-private partnerships may be needed to address issues such as land assembly, public street network modifications, and parking supply and management to achieve this type of land use objective. Existing redevelopment proposals for Campus Pointe and the Plaza Hotel property will be providing a great deal of competition in the near term for commercial development in the Comprehensive Plan redevelopment areas.

Workshop recessed at 7:15 p.m. in order to begin the Regular Meeting.

The Workshop reconvened at 10:10 p.m.

7. Presentation and discussion regarding the Green College Station Action Plan.

This item was not discussed.

8. Council Calendar

- **Jan. 11 Retirement Reception for David Neeley in Council Chambers at 3:30 p.m.**
- **Jan. 16 RVP Board Meeting at RVP, 3:00 p.m.**
- **Jan. 17 P&Z Workshop/Meeting, CSU Training Facilities, 6:00 p.m. (Karl Mooney, Liaison)**
- **Jan. 21 City Offices Closed - HOLIDAY**
- **Jan. 23 Economic Outlook Conference at CS Hilton, 8:00 a.m.**
- **Jan. 24 Executive Session/Workshop/Regular Meeting at 5:00, 6:00 & 7:00 p.m.**
- **Jan. 28 & 29 Council Strategic Plan Retreat at MTF Assembly Room - 1603 Graham Road, 8:00 a.m.**

Council reviewed the Council calendar. The RVP Board meeting has been changed to January 30. There will be a BVSWM Board meeting on January 16.

9. Presentation, possible action, and discussion on future agenda items: a Council Member may inquire about a subject for which notice has not been given. A statement of specific factual information or the recitation of existing policy may be given. Any deliberation shall be limited to a proposal to place the subject on an agenda for a subsequent meeting.

Mayor Berry asked for further discussion on the request by Dr. Magyar to provide for an exemption to the Animal Ordinance regarding falconry.

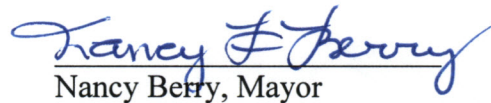
10. Discussion, review and possible action regarding the following meetings: Animal Shelter Board, Arts Council of the Brazos Valley, Arts Council Sub-committee, Audit Committee, Bicycle, Pedestrian, and Greenways Advisory Board, Blinn College Brazos Valley Advisory Committee, Brazos County Health Dept., Brazos Valley Council of

Governments, Bryan/College Station Chamber of Commerce, BVSWMMA, BVWACS, Convention & Visitors Bureau, Design Review Board, Historic Preservation Committee, Interfaith Dialogue Association, Intergovernmental Committee, Joint Neighborhood Parking Taskforce, Joint Relief Funding Review Committee, Landmark Commission, Library Board, Metropolitan Planning Organization, National League of Cities, Parks and Recreation Board, Planning and Zoning Commission, Research Valley Partnership, Regional Transportation Committee for Council of Governments, Sister City Association, TAMU Student Senate, Texas Municipal League, Youth Advisory Council, Zoning Board of Adjustments.

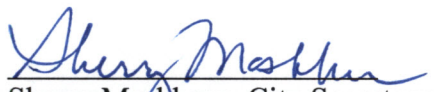
Councilmember Nichols reported on the BCS Chamber Legislative meeting and the United Way.

11. Adjournment

MOTION: There being no further business, Mayor Berry adjourned the workshop of the College Station City Council at 10:17 p.m. on Thursday, January 10, 2013.


Nancy Berry, Mayor

ATTEST:


Sherry Mashburn, City Secretary